Optimization audit

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Figuring out if your site is optimized

- The illusion of a failed campaign: you think your product is not good enough but in fact your website is not optimized so people are facing problems when trying to buy / sign up

- An optimized website means:

- **#1 Users can understand it**

  - Write down what exactly your product is and does, then look at your homepage and see if it matches your description
  - Ask friends if they can easily understand what it's about

- **#2 It easily conveys the benefits of the product/service**

  - Does the site clearly explain why people should buy what you're selling?

- **#3 It allows users to easily pay you**

  - The site should be able to collect payments, or allow people to submit their email address (if signups are what you're looking for)